Sakshi Patel

Marketing Ops & Attribution + CRO Specialist

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Professional Summary

Marketing Analyst focused on turning creative ideas into measurable growth.
I build clean tracking systems, optimize funnels, and use data to drive conversions.
Skilled in GA4, Tag Manager, Looker Studio, and CRO to prove and scale what works.

Skills & Tools

Analytics & Ops: GA4, GTM, Looker Studio, HubSpot, UTM Governanace, Attribution
CRO & Growth: A/B testing, VWO/ Optimizely, Hotjar, Funnel Optimization, Growth Loops
Data & Visualization: SQL, Python, Power BI, Tableau
Frameworks: ICE/PIE, North Star Metrics, CLV/LTV Analysis, Cohort Analysis

Professional Experience

Social Media and Marketing Manager *Jul 2025 – Ongoing*
The Challenge Program,Inc., Johnstown, Pennsylvania
Connecting businesses with students to inspire success and readiness.

- Designed and implemented a GA4 + GTM tracking architecture, improving visibility by ~40% across social-traffic funnels.
- Led the overhaul of the website using Elementor, boosting click-through and form submissions by 25%.
- Launched influencer and week-long giveaway campaigns that increased student leads by 30% month over month.
- Built executive dashboards in Looker Studio for leadership and board reporting, reducing manual report time by 50%.

Marketing Manager *Oct 2024 – Jun 2025*
Ruhmeric, State College, Pennsylvania
E-commerce wellness supplement company focused on joint health

- Designed and operationalized a full-funnel marketing analytics stack (GA4, GTM, Meta Ads) from scratch, enabling data-driven campaign decisions.
- Led CRO across landing pages and lifecycle email flows using structured A/B testing, increasing lead-to-purchase conversion by 18%.
- Managed paid acquisition experimentation across creative and targeting, reducing CAC by 22% while maintaining volume.
- Analyzed funnel drop-offs using cohort data to inform messaging and UX improvements, lifting retention by 15%.

Marketing Specialist *Jan 2024 – Jul 2024*
AmeriLife, Tampa, Florida
Life and health insurance distribution company

- Built Looker Studio dashboards to track MQL → SQL conversion trends, uncovering a 12% inefficiency between lead sources.
- Audited GA4 event tags and UTM consistency; increased data accuracy by ~35%.
- Provided actionable insights to media and content teams, shifting 20% of budget to high-performing channels.
- Supported cross-channel attribution modeling to better allocate future ad spend.

International Marketing and Sales *May 2023 – Dec 2023*
Ashley Furniture Industries, Tampa, Florida
Furniture and mattress retail brand

- Monitored and optimized international ad spend, improving ROAS by 15% across 2 key regions.
- Ran multi-variate copy and creative tests to raise ad CTR by 10%.

- Consolidated cross-market marketing reports into a unified dashboard, cutting reporting time by 30%.
- Collaborated with local teams to tailor creative assets, improving engagement in under-performing markets by up to 8%.

Marketing Manager *Dec 2019 – Feb 2022*
PV Diagnostics, Mumbai, India
Solar energy analytics and machine learning consultancy

- Managed digital campaigns for solar analytics product, contributing to ~20% year-over-year lead growth.
- Developed CRM dashboards integrating campaign + sales data to boost lead visibility by 25%.
- Launched segmented email automation that increased email engagement rates by 35%.
- Created technical content and webinars supporting product adoption in 5+ markets.

Education

Master's in Marketing *Aug 2022 – Jul 2024*
University of Tampa

Bachelor of Engineering – Electrical *Aug 2015 – May 2019*
Shri Govindram Seksaria Institute of Technology and Science